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*FIG. 1*

SYSTEM 10

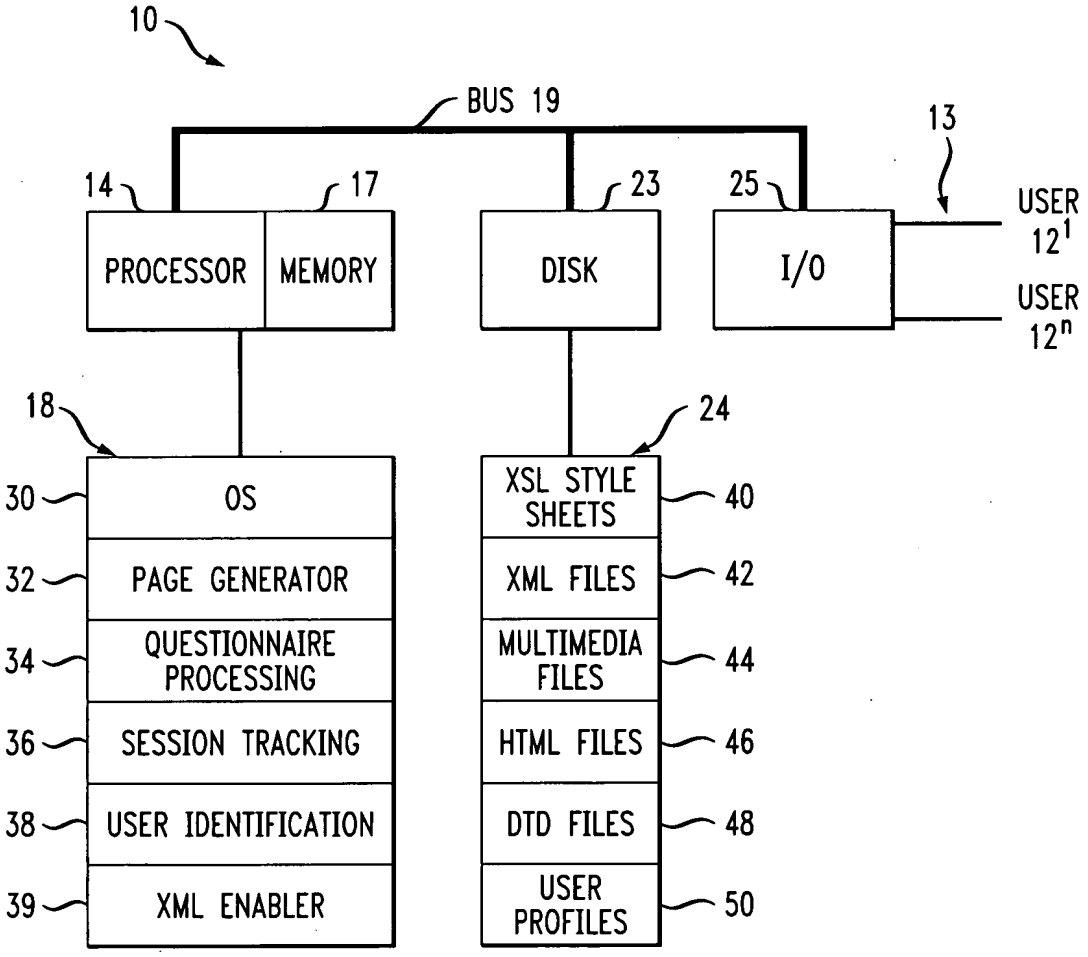

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*FIG. 2A*

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USER PROFILE

| COLUMN (1) | COLUMN (2) | COLUMN (3) |
|---|---|---|
| LEARNING MODE (LM) | DESCRIPTION | RATING (TOTALING 1.0) |
| 1. | VISUAL/SPATIAL | 0.20 |
| 2. | LOGICAL/MATHEMATICAL | 0.00 |
| 3. | LINGUISTIC/VERBAL | 0.05 |
| 4. | INTERPERSONAL | 0.50 |
| 5. | INTRAPERSONAL | 0.05 |
| 6. | KINESTHETIC/BODY | 0.20 |
| 7. | MUSICAL/RHYTHMIC | 0.00 |

*FIG. 2B*

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USER PROFILE – USER SELECTION LM4

| COLUMN (1) | COLUMN (2) | COLUMN (3) |
|---|---|---|
| LEARNING MODE (LM) | DESCRIPTION | RATING (TOTALING 1.0) |
| 1. | VISUAL/SPATIAL | 0 |
| 2. | LOGICAL/MATHEMATICAL | 0 |
| 3. | LINGUISTIC/VERBAL | 0 |
| 4. | INTERPERSONAL | 1.0 |
| 5. | INTRAPERSONAL | 0 |
| 6. | KINESTHETIC/BODY | 0 |
| 7. | MUSICAL/RHYTHMIC | 0 |

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FIG. 3

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```
<!ENTITY % UNIVERSAL          SYSTEM
"http://server.adtech.internet.ibm.com/dtd/universal.dtd">
<!ENTITY % SUBFRAGMENTTYPES   SYSTEM
"http://server.adtech.internet.ibm.com/dtd/subfragmenttypes.txt">
<!ELEMENT PRODUCTPAGE         (SYSTEM,
                               TITLE,
                               SOURCE?,
                               COMMENT?,
                               SHORTDESCRIPTION?,
                               LONGDESCRIPTION?,
                               KEYWORD*,
                               CATEGORY*,
                               RELATEDLINK*,
                               SPECIAL)>
%UNIVERSAL;
<!ELEMENT SPECIAL      (PUBLISHINFO+,
                           BRANDNAVIGATION,
                           MAINPHOTO,
                           GLANCE,
                           HIGHLIGHTS,
                           GROUPINDEX*,
                               VIDEO*
                               ANIMATION*,
                           DISCUSSION*)>
<!ELEMENT PUBLISHINFO      (STYLESHEET, PULISHDIR, PUBLISHFILENAME)>
<!ELEMENT SYTLESHEET       (#PCDATA)>
<!ELEMENT PUBLISHDIR       (#PCDATA)>
<!ELEMENT PUBLISHFILENAME  (#PCDATA)>
<!ELEMENT BRANDNAVIGATION  (#PCDATA)>
<!ELEMENT MAINPHOTO        (#PCDATA)>
<!ELEMENT GLANCE           (#PCDATA)>
<!ELEMENT HIGHLIGHTS       (#PCDATA)>
<!ELEMENT GROUPINDEX       (#PCDATA)>
<!ELEMENT VIDEO            (#PCDATA)>
<!ELEMENT ANIMATION        (#PCDATA)>
<!ELEMENT DISCUSSION       (#PCDATA)>

<!-- attributes for above elements -->
<!ATTLIST PAGETYPE         NAME   (FRAGMENT|SERVABLE)   #FIXED "SERVABLE">
<!ATTLIST BRANDNAVIGATION  DATATYPE       (%UITYPES;)    #FIXED "STRING">
<!ATTLIST MAINPHOTO        DATATYPE       (%UITYPES;)    #FIXED "STRING">
<!ATTLIST GLANCE           DATATYPE       (%UITYPES;)    #FIXED "STRING">
<!ATTLIST HIGHLIGHTS       DATATYPE       (%UITYPES;)    #FIXED "STRING">
<!ATTLIST STYLESHEET       DATATYPE       (%UITYPES;)    #FIXED "CHOICE"
                           CHOICES        (web_productpage.xsl |
web_productpage_debug.xsl | pda_productpage.xsl)
                                          #IMPLIED>
<!ATTLIST PUBLISHDIR       DATATYPE       (%UITYPES;)    #FIXED "BROWSESERVER">
<!ATTLIST PULBISHFILENAME  DATATYPE       (%UITYPES;)    #FIXED "STRING">
<!ATTLIST GROUPINDEX       DATATYPE       (%UITYPES;)    #FIXED "STRING">
```

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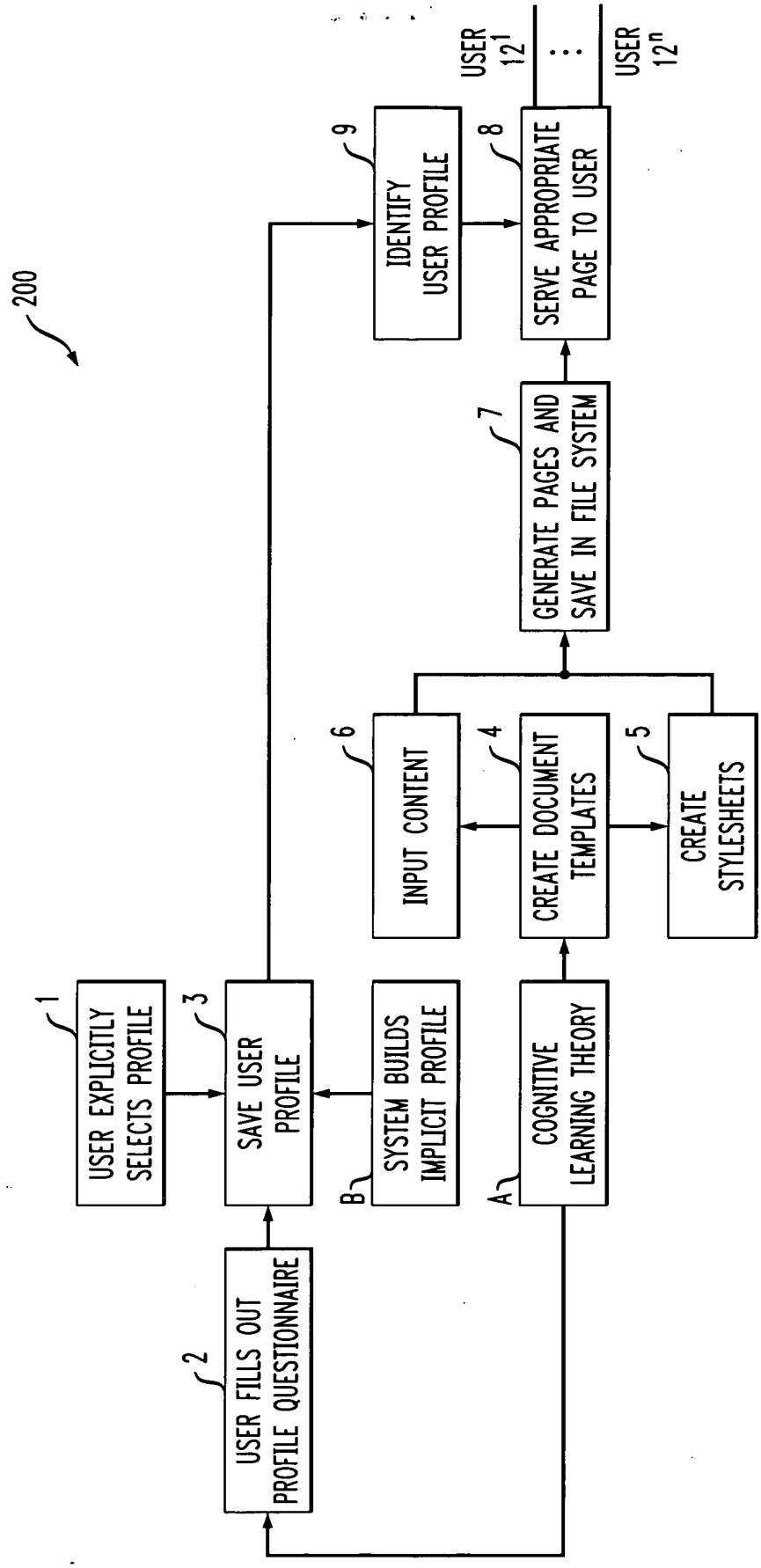


FIG. 4